

Salinas, Andrew

From: [REDACTED]
Sent: Friday, February 22, 2019 12:12 PM
To: Salinas, Andrew
Subject: Re: Ring<> Port Hueneme Next Steps!

Hi Chief Salinas,

Next Thursday works great for me. How does 2:00pm-3:00pm sound? If not, I can do 3:00pm - 4:00pm as well.

I highly recommend we have members from the following areas attend as well for the call:

1. Partnership Coordinator - main champion for the Ring partnership
2. Press/Media Coordinator
3. Social Media Coordinator (if different from PR/Media Coordinator)
4. Investigative Coordinator
5. Community Relations Coordinator

Once we confirm time and attendance, I'll send over the calendar invite with all the details.

Best,
[REDACTED]

On Fri, Feb 22, 2019 at 11:58 AM Salinas, Andrew <ASalinas@ci.port-hueneme.ca.us> wrote:

Hi [REDACTED]

Next Thursday works best for me. Let me know what time?

Andrew Salinas, Chief of Police
Port Hueneme Police Department
(805) 986-6572

On Feb 22, 2019, at 9:31 AM, [REDACTED]@ring.com<mailto:[REDACTED]@ring.com>> wrote:

Good Morning Chief Salinas,

I hope this email finds you well. I know that you're very busy, so wanted to put this back to the top of your inbox before the weekend.

Please let me know if you have any availability late next week to schedule our one hour call/webinar with the above mentioned folks. Would love to get Port Hueneme Police Department up and running on the Neighbors Portal as soon as possible.

Best,
[REDACTED]

On Tue, Feb 19, 2019 at 11:13 AM [REDACTED]@ring.com<mailto:[REDACTED]@ring.com>> wrote:

Thank you for the introduction, [REDACTED]

Chief Salinas,

It's great to meet you. I'll be your Account Manager here at Ring so please let me know if you have any questions at this time.

Our next step is to schedule a hour one webinar where I'll walk you and some of the folks [REDACTED] mentioned above through the Neighbors App, Portal, and what to expect for onboarding.

Do you have any availability on Thursday, February 28th or Friday March 1st?

Looking forward to working with you!

Best,

On Tue, Feb 19, 2019 at 10:57 AM [REDACTED]
[REDACTED]@ring.com<mailto:[REDACTED]@ring.com>> wrote:

Chief Salinas Great news! The MOU agreement is fully signed. Attached are the documents for your records.

I've copied your new Account Manager, [REDACTED]. Next step would be to set up a 1 hour call for [REDACTED] to connect and provide a brief walkthrough of Portal -- please ensure you have access to a computer so we can screen share the Portal with you. We should make sure all the key stakeholders are included so everyone is on the same page.

The folks we ask to be included on this call would be (we understand the same person may fill more than one role).

1. Partnership Coordinator - main champion for the Ring partnership
2. Press/Media Coordinator - typically the PIO who would work with Morgan from our team to coordinate the initial partnership announcement and ongoing PR moving forward (in this case I believe you mentioned this would be yourself)
3. Social Media Coordinator - person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc (if different from #2)
4. Investigative Coordinator - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.
5. Community Relations Coordinator - person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

It would be ideal to have all these folks on the call but essential to have them present at the actual onboarding. Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership.

can you please sync up with Chief Salinas to schedule this call?

Neighborhood's Training Manager

[https://docs.google.com/uc?export=download&id=0B8GUoH_i5Ff9dV9DcVhtdXFhc2M&revid=0B8GUoH_i5Ff9Tk9SRWtuYUpoS1NJajFITjMwOFNDYmpPSEV3PQ]

1200 Atwater Dr Ste 225
Malvern, PA 19355

<mailto: @ring.com>

Reducing Crime in Newark NJ: Newark Protect Project<<https://www.youtube.com/watch?v=O7u4NY3bz4w>>
Shark Tank: Shark Tank's Biggest Company<<https://vimeo.com/246188959>> (password: ring)

LA Times: Ring modernized the doorbell, then went to war against
crime<<http://www.latimes.com/business/technology/la-fi-tn-ring-jamie-siminoff-20170412-htmlstory.html>>

USA Today: Police say crime drops with video
doorbell<<https://www.usatoday.com/story/tech/talkingtech/2017/03/29/crime-busting-video-doorbell-ring-expands-clones-undercut-price/99677840/>>

Account Manager

[https://static.ring.com/assets/ring_logo.png]

1523 26th St
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LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire

Park<<https://www.youtube.com/watch?v=sf3eUFZ0B9o&feature=youtu.behttps%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Ds3eUFZ0B9o&feature=youtu.be>>

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[REDACTED]
Account Manager
[REDACTED]



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Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

Salinas, Andrew

From: [REDACTED]@ring.com>
Sent: Friday, March 1, 2019 12:01 PM
To: Salinas, Andrew; [REDACTED]
Subject: Port Hueneme Police Department (CA) Pre-Onboarding Call Follow Up
Attachments: Portal User Setup.xlsx

Hi Chief Salinas,

Thank you for connecting with me yesterday! I don't have Nora's contact information, but would you be able to forward this over to her (and CC me). Below is a recap and a few action items from our call as promised.

I'll also be sending a separate, follow-up email with PR materials so we can get started on the public announcement components ahead of the Onboarding as well.

1. Onboarding Details

a) March 19th

Session 1: 1:00pm - 2:00pm

Attendees: PIO, Existing social media users, community relations team, investigations team, general (open to anyone in department)

b) Scheduling - I'll be sending over a calendar invite as a placeholder. Once confirmed, please send out your respective internal calendar invites to the team members attending and copy myself.

2. Portal Requirements

a) Account Provisioning - I'm going to be inviting you right now to have access to Portal. Please follow the steps from the invite email and start familiarizing yourself with Portal before March 19th. Please do not make any comments, posts, or video requests until we go live with Press (details in next email).

Additionally, attached is an Excel doc outlining what's needed to provision additional users to Portal. Please add everyone that would potentially need an account and send it back my way before March 19th. Please note that accounts will **NOT** be provisioned until after the onboarding and that we will confirm the final provisioning list with you before doing so. Please let me know if you have any questions on this.

b) Browser Compatibility - Portal is compatible with Chrome or Firefox. Please refrain from using Internet Explorer or any others not listed above.

3. Miscellaneous

a) Seed Units - I will be sending 5 donation devices to you with attention to: Chief Salinas, 250 N Ventura Rd, Port Hueneme, CA 93041. I'll follow up with shipping details as soon as I receive those. Let me know if any errors on the address.

4. Marketing Assets

a) Print & Social Media - Once the marketing assets have been created by our operations team (hopefully in next few days), I'll send those over for your approval. From there, I'll bring those assets on the day of the onboarding training.

Otherwise, thank you again for your time yesterday and let me know if I forgot anything!

Account Manager



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Salinas, Andrew

From: [REDACTED]@ring.com>
Sent: Friday, March 1, 2019 12:11 PM
To: Salinas, Andrew
Cc: Starna, Nora
Subject: Re: Port Hueneme Police Department (CA) Pre-Onboarding Call Follow Up
Attachments: Portal User Setup.xlsx

Chief Salinas,

Of course, will provide Nora with access to Portal as well.

Nora,

Please see attached for the Excel sheet to fill out with users information who will have access to Portal. If you have any questions, please let me know! Happy to jump on a call at any time. Please keep an eye out for an invite to Portal email that should be coming through in the next few minutes.

Best,

On Fri, Mar 1, 2019 at 12:04 PM Salinas, Andrew <ASalinas@ci.port-hueneme.ca.us> wrote:

Can you please send the information to Nora Starna also. I have copied her on this email. She will be handling the portal portion. Thank you.

Andrew Salinas, Chief of Police

Port Hueneme Police Department

250 North Ventura Road · Port Hueneme CA 93041

Monday - Thursday · 0800-1800 hours
PH (805) 986-6538 · FX (805) 488-2633

asalinas@cityofporthueneme.org

Connect with us on Facebook:

<https://www.facebook.com/PortHuenemePD/>



From: [REDACTED]@ring.com>

Sent: Friday, March 1, 2019 12:01 PM

To: Salinas, Andrew <ASalinas@ci.port-hueneme.ca.us>; [REDACTED]@ring.com>

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[REDACTED]
Account Manager
[REDACTED]



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Salinas, Andrew

From: [REDACTED]@ring.com>
Sent: Friday, March 1, 2019 12:59 PM
To: Salinas, Andrew; Starna, Nora
Cc: [REDACTED] Media
Subject: PR Intro + Materials - Port Hueneme Police Department (CA) Joins Neighbors by Ring

Hi Chief Salinas and Nora,

Me again!

I know we are looking forward to Onboarding on March 19th and to officially launching Port Hueneme Police Department on the Neighbors app platform.

I wanted to introduce you to our PR Coordinator, [REDACTED] (CC'd) and send over the press packet materials below as we had discussed so the two of you can begin to coordinate the initial announcement ahead of the Onboarding date.

[REDACTED] works with PIOs (or equivalent) from our partner agencies and is here to provide support as you review these materials and establish plans for when and how best to kick-off this partnership to the public.

The announcement press packet can be viewed and downloaded in dropbox folder [here](#) and contains the following materials;

- **Press Release Template:** Ready for you to review and customize with a quote, suggested edits to content and to incorporate into official Department release format. **Be sure to share your edits with Morgan for a quick review prior to distribution.**
- **Sample Social Media Posts & In-App Alert:** Sample content to share across your existing social media platforms in tandem with the press release and In-App alert pushed by Ring to all local Neighbors app users.
- **Talking Points & Reactive Q&A:** Internal docs to prepare Dept. spokespeople to speak about the Neighbors app and our partnership with confidence and respond to commonly asked questions we have come to expect from the press and public.
- **Neighbors App Logo & Imagery:** High-res versions of the Neighbors app logo and other contextual images approved for use in press releases, social media posts and other public communications moving forward.
- **Unique Neighbors App Download Link:**

<https://download.ring.com/porthueneme>

Simple Text Info: Or, simply text

'porthuenemepd' to '555888' from your smartphone.

FYI - As a matter of practice, your portal features will be active and the In-App alert will go out to Neighbors app users and Ring device owners in your jurisdiction on the same day upon completion of your Onboarding.

Beyond the In-App alert, please be sure to hold off on any public discussions or distribution of PR materials until final drafts have been mutually reviewed and approved!

Thanks and feel free to reach out to us with any updates or questions in the meantime.

Best,
[REDACTED]

Account Manager



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Neighbors Portal Reference Sheet

Quick Start

**For an optimal experience, please access the Neighbors Portal using Firefox or Chrome.*

First time logging in:

1. Check your inbox for an email from Ring Team
2. Click **Join Portal**
3. Follow the prompts to create your account
4. Bookmark <https://nw.ring.com/> for quick, easy access to Neighbors Portal

Returning users:

1. Using either Firefox or Google Chrome, go to <https://nw.ring.com/>
2. Enter your login credentials

Key Takeaways

1. **Engage on Portal.** The more your community sees your involvement, the more effective Portal features become when interacting with them.
2. **Join an Alert Zone.** Let us deliver the most important crime related posts directly to your inbox. Joining an Alert Zone is easy:
 1. Sign in → click the blue profile icon in the upper right corner → My Profile
 2. Click **Select Alert Zone**
 3. Choose an **Alert Zone**
3. **Anyone Can Use Neighbors.** Neighbors is a free app that anyone can download and use. Portal grows in value with each resident that downloads the Neighbors app.

Questions?

For technical support and/or feedback, contact your Account Manager **Kyle Demmin** at kyle.demmin@ring.com or 714.381.6291.

Special Offers for Law Enforcement

1. Download the Neighbors App for free at <https://download.ring.com/porthueneme> or text [porthuenemepd](https://text.porthuenemepd.com) to 555888.
2. Get \$50 off of eligible Ring Video Doorbells, Security Cams, and our Ring Alarm when you shop at Ring.com. Use discount code: **NBHUENEME** and be sure to check out using your department email address (example@ci.port-hueneme.ca.us).

*Discount does not apply towards accessories and/or already discounted devices, including but not limited to Ring Video Doorbell Classic